



The
SIX FIGURE
Mentors

2013
EDITION

LIST BUILDING FOR PROFIT!

**How To Build A List Of
Raving Fans And Start
Making YOUR 6-Figure
Income Today....”**



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LIST BUILDING FOR PROFIT



“How To Build A List Of Raving Fans And Start Making YOUR 6-Figure Income Today....”

Discover how to do it FAST and EASY, with the SFM Business System...

Even if you don't know the first thing about list building and you have never generated a lead online...

...it doesn't even matter if you have no idea how to get started or do any of that other complicated stuff...

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You're about to discover:

- ☒ **The 3-Step Process** that's easy-to-copy and made Stuart \$480,300 in his first 18 months as an affiliate selling someone else's products...

and won him this award as the company's top income earner...



Stuart (Centre) Income generate to WIN Award \$480,300

- ☒ A System that has taken us **almost a decade between us to fine tune**, and has generated over \$100 million in online sales for our private community.
- ☒ **The Hidden List Secret** that turns your list into RAVING fans desperate to buy your products and services.
- ☒ **The ONLINE Code** – How to create a super successful online business FAST!

Ok Let's Begin...

Getting started with this **List Building Profit System** is easy, but you're going to need a few basic things...

Thing #1 A Computer/Laptop with Internet connection.

Thing #2 This Blueprint and ideally our Digital Business System

Thing #3 A Real burning desire to **SUCCEED** and to **CHANGE** your life!

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The Blueprint...

Before we begin I would like to walk you through the Blueprint, so you can quickly get started...

About Stuart & Jay

We've included a section in the book about us – not because we want to be narcissistic, because it's really important for you to understand who we are, what we do and **MOST IMPORTANTLY** how our system can help you.

The System...

In this section you'll find the simplest 3-step list building, money making system when it comes to creating **YOUR** digital life (This is the **EXACT** system we use today to make money online)

The system has been made **REALLY** simple and has been broken down into chapters so you can digest the information quickly and easily...

Also included are summaries and helpful hints ensuring you don't have to **FILL** in any blanks – **EVERYTHING YOU NEED IS HERE!**

The Hook...

In this section you will come to understand the importance of a captivating claim to peak your prospects curiosity...Drawing them into your list and converting them into customers and **FREQUENT** buyers.

Combining the Elements...

This section will walk you through how to put all the components of the system together, and create a well oiled money making machine that stuffs cash into your bank account, even while you sleep!

We'll even talk about why you don't need your own products to sell - so **YOU** will have everything you ever need to start earning **REAL** money online.

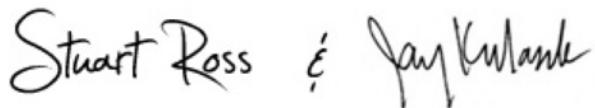
The Secret to Success...

In this section you'll be armed with an overview of the system, as well as a checklist for success, that will make it impossible for you to fail, if you follow our system.

Once you have mastered the 3 simple steps outlined in the Blueprint and followed the getting started training modules in your SFM back office, you will have every tool you could possibly need to create YOUR digital life, at your fingertips...

Here's to your success

Stuart & Jay

A handwritten signature in black ink that reads "Stuart Ross & Jay Kulank". The signature is written in a cursive, flowing style.



About Stuart:

So it was about 7 years ago now I made the decision to look for a new and improved way... A way that would allow me to actually **live my life**. You see, even though I was only 26 years old at the time with a bright future ahead of me, something just wasn't right and I knew it!

At that point I was working around 70 hours a week including weekends, as I thought that's just what had to be done to achieve success. I would get up at 6am, stuff my breakfast (if I had time and hadn't hit snooze), head to work, then hold a morning meeting with a team of people who didn't want to be there as much as me.

Success for me at that time was largely money orientated so I would just put up with the long hours and tedious mundane existence in the hope for a big pay cheque at the end of the month!

Now one thing I will say is by following the recommended system (aka a job **-Just Over Broke**) by 26 I was actually earning a reasonable income – but certainly not enough to live in the type of house I aspired to live in, drive the cars I wanted to drive (I happen to like cars), have a good quality of lifestyle and a bunch of free time to do the things I wanted to do.

So, after nearly 8 years of living this life I finally decided that I was fed up with the rat race I was in...

ENOUGH was enough!

One evening I came home from work on a Saturday after a really crap day dealing with the worlds most annoying clients and decided to start searching online for ideas that could enable me to get some freedom back in my life (in a nutshell – QUIT my job!)

By this point I had already failed with one business attempt (local advertising franchise) and was not at the most confident stage of my life... That weekend I ended up buying ebooks, courses, home study courses and even a couple of 'get rich quick' type products.... I was desperate! Everything I was reading seemed like, frankly BS, and nothing added up... Fluff, hype and exaggerations!

But then.... something happened... Something that was going to change my life forever!

I stumbled across a guy called Brad who lived out in Atlanta and had a very basic website offering a free report. What I liked about this guy is that he just seemed very average, but had a real air of confidence about him in the way he came across on video.

He claimed he had a system that ANYONE could learn and apply online to make a good living. He then went on to say how it was a real system, that would require some work at the start, but once things were set up it could start to become highly automated. He also explained it could be used to sell any product, to any person, anywhere in the world.

Of course I was damn right skeptical, but like I said, there was just something about this guy... He came across very genuine and sincere and avoided any hype. He was straight to the point and clearly didn't really care if I downloaded his book or not.

I liked the idea of something that could be automated because the ONE THING I was desperate for was some free time again! I wasn't bothered about being a multi-millionaire, or having some fancy yacht or anything like that... I just wanted to **not** have to carry on working every waking hour! So, I downloaded his report and like you are now, started reading...

It was his report that I downloaded and introduced me to the concept of list building...

And today, I am going to share this very concept with you!

The moment I started to have success with the **list building** system I'm about to share with you...I knew my life would never be the same again.

I discovered a system, that ever since has provided me with the income, the lifestyle and freedom, I had always desired to achieve – and you can too!



About Jay:

One day I found myself behind the counter of a Midas store at the age of 25 selling mufflers to poor old ladies who could barely afford their lunch at Taco Bell with their social security income. I absolutely hated it. Every day was like a living hell. I'd get up by 6, fight traffic, then, after being yelled at all day by angry customers and a boss who wasn't even qualified to give me orders, I came home exhausted – with no time for my family or myself.

I'd spend Sunday nights with a pit in my stomach–trying to figure out which bills I could put off paying and which ones I couldn't. And no matter what I did or how many hours I put in at work, I was always just one paycheck away from broke – with zero savings. This scared to hell out of me. I remember praying I'd just be able to retire before 65 and not end up collecting shopping carts at Wal-Mart just to put food on the table.

Then one day I decided I'd had enough. I just couldn't take it anymore.

I couldn't deal with the BS anymore and while surfing the Internet to get my mind off all the crap going on, I started looking at various online make money from home opportunities to see if there was anything legit out there. As you know full well, the Internet is full of every possible get rich quick and make money scheme. But at this point, I figured I had nothing to lose by looking. Perhaps I could make enough to fix my 94 VW Golf, which badly needed a muffler ironically enough! But most of the things I found were scams, sensationalized reports, and pictures of people with their new mansions and fancy cars claiming to work just 30 minutes a day in their underwear, and that sort of thing.

Over a three-year period, I pretty much tried every single one of them! I tried network marketing, and MLM lotions, potions, and overpriced vitamins and supplements. I dabbled with various Internet opportunities. I looked at so-called "rebate processing" schemes, envelope stuffing and the list goes on. You name it, and I did it. But at the end of each month, I had nothing to show for it except even MORE debt, and a "pit" in my gut that said I was a total loser. Long story short, like any addict–and I was a biz opp junkie–nothing changes until we hit some kind of "bottom." One day, we can't go any lower, and the only way to go is up.

Has that ever happened to you? You wanted to believe something so badly, you were willing to believe in a bogus dream that someone was selling you. But as they say, "necessity is the mother of invention" and having been on the bottom of the barrel for so long, I was out of options. I had to make it happen.

No more friends to borrow money from.

No more credit cards to get my make-money fix for the day.

Finally I was forced to come to grips with the fact that I had spent so much time searching for ways to make money I totally missed the big picture. I was looking for a instant solution where there was none to be found. And that's when I finally realized the problem. March 2004 is when it happened, and I was out of my job by June, June 21 to be exact. That's about 90 days.

Now, I realize that I am making the transition sound easy, but remember: the success only came once I had put in my time and paid the price. Once I quit my job, I STILL had to figure out what we're going to show you today...

So here's my question to you...

Wouldn't you love to spring out of bed in the morning to work on your virtual enterprise instead of dragging your butt into work-only to make someone else rich?

So What Is Our System?

The first thing people ask us, when they hear about our system for automating income online, is what is it and how does it work?

Now one thing I will say is there is no doubt in my mind that most people are totally skeptical (and you probably are too), as the idea that you can create a system that makes you money while you sleep or travel the world is totally foreign for most of us. And that doesn't surprise me as it pretty much goes against everything you are taught. I know my parents always told me that 'time is money' and if you want anything in life you have to work your backside off for it.

But I promise you this system is frighteningly simple IF you have the right systems in place. It's a method of making money that takes the effort out of making money. It allows you to earn money while you're asleep, while you're on holiday, or while you're doing something else you'd rather be doing. It means that no longer do I think that 'time is money'. For me now, time is time and money is money. They are not at all related (and if you think about it) that is really how it should be!

It allows you to take whatever results you have been getting till now, and multiply them by ten, twenty, fifty or even a hundred times, without working harder.

If you knew how to change your current system or business model to achieve that, wouldn't you also do it?

I know almost everyone I come into contact with would.

That's what this system is. It's all about finding a weak spot in your marketing or current business efforts, and using our **business system** to fix that weak spot. It's about earning many times more than what you have been earning, by doing the same. Or better still less!

It's simple, it's easy, there are no complicated steps, and if you follow this system you will make money - over and over again, with very little effort.

In a nutshell, this guide is the difference between success and failure in a digital marketing business.

I'm going to tell you exactly what took Jay and I years to learn and hundreds of thousands of dollars spent in courses and private mentoring, so that you can replicate the system that's made myself, Jay and many of our students more money than you can imagine.

So What's the Big Deal?

If you talk to most online marketers, you will find either they try to make the concept of making money online a big, complicated, expensive issue. Even real world business owners would like to make you believe

that making money is difficult. Or, they will tell you that you just need to click a few buttons and the cash will roll in.

The truth is, most of what they are telling you is NOT true and it really lies somewhere in the middle. Anyone can make money online, and THAT is the big deal. BUT... The fact is you do need to have a few vital things in place.

There are just three simple steps that can take you from working hard for very little, to earning many times what you are making right now, and we will teach them to you. We'll even teach you a few other tips, tricks, and secrets that will help you to earn more, faster.

If all that sounds great, then read on, because we're about to start!

Three Simple Steps – Part 1

Step One: The Products

If there's one thing you can't get around, when it comes to marketing, it's having something to sell. Your products can be something tangible, or it could be a service, but you have to have something to sell to the people you are marketing to.

The good news is that if creating a product sounds like too much work, then you don't have to! Because we have that totally covered regardless of what income you are looking to make! Jay & I have helped over a dozen of our affiliates earn into the 7 figures and hundreds into the 6 and multiple six figures without them ever creating a product!

In fact, there are plenty of very, very successful digital marketers out there that have never created their own product, or who only did it later on, after their business was already booming. Whichever option you choose, that's up to you.

I'll also add that in my first 18 months online starting from scratch as a newbie I made over \$480,000. And I ONLY sold other people's products as an affiliate/reseller. If i can do it, YOU can too!

Step Two: You Need A Marketing System

If you were doing business in the real world, you'd have an office, a factory, or a shop with staff to sell your products. The same goes for digital marketing. Well successful digital marketing anyway!

The Internet may be huge and seem like it would be easy to find customers with there being so many people online. But the truth is, without the right systems and skill-sets, its actually far harder! If you think about it, at least when buying offline you can see, feel and ask questions about something you are about to buy... Online you can't.

The trick is to have the right systems in place to automate the majority of the selling and telling of your products.

These are the systems that Jay and I have mastered over almost the past decade. (Jay since 2004 and me since 2008)

Step 3: You Need Customers

This step may seem obvious, but you'd be surprised at how often even 'real' business people ignore their market, and focus on how incredibly clever they are.

Unfortunately, no matter how brilliant you, your product, and your services are, if you don't have customers, you don't have a business.

If you are creating your own products you **MUST** do some homework and find out whether your product or services genuinely has a market, and whether that product or service can genuinely make you a fortune, before you start spending months and moths creating it.

Remember, this also applies as an affiliate. You will always want to do your research. The good news here at SFM, is that as you go through our modules you will discover our product line (and partner products) and how profitable they can be for you.

Now that we've got the basics behind us...Let's get on to the real topic of this guide:

"Discover How to Use The Insider Secrets of List Building to Make YOUR Fortune FAST!"

What Have You Learned So Far?

Now, you might have got this far, and thought, this step is useless. Or that you haven't learned something.

Let me just point out, I made my first million dollars on the Internet in less than two years.
I didn't have any fancy computer skills

I didn't know all that much about the Internet

I STILL managed to make a fortune...

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I've since made A LOT more money off the Internet, both locally and around the world.

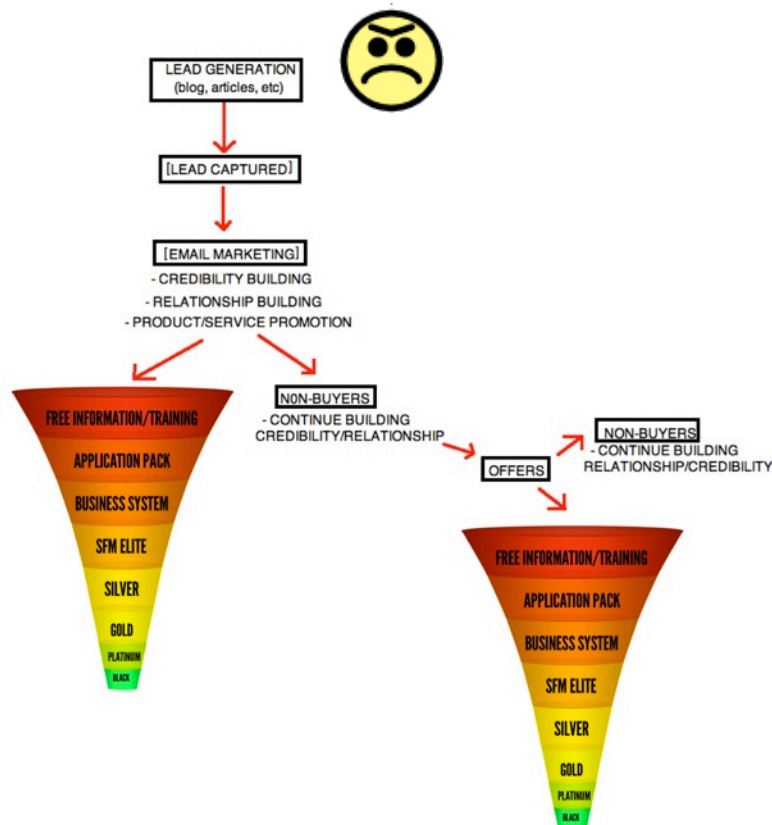
In fact, it's got to the point where both Jay and I can consistently predict how much money we will be stashing in the bank, every year.... and it's millions.

This is not random. It's because of the system we use.

The success that we've had along with our students is replicable, by anyone, simply because it's based on a proven system.

But there's one other core topic you're going to need to understand, and master, if you want to make this system work for you without having to sell **THOUSANDS** of products a month to make a decent living!

"The Profitable Product Funnel"



Understanding a profitable product funnel and having one in place, truly is what will take you from struggling to make ends meet as a marketer - to high flying digital entrepreneur. I can not tell you how many times I have spoken with 'wannabe online marketers' who just don't get this!

Some of the most respected authorities online don't even get this. This is exactly why you hear of so many tech guys, web designers, programers and some of the most Internet savvy people, who never actually crack making the big bucks.

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Now of course, understanding a profitable product funnel and actually having one in place is also a huge factor. Many people we have worked with over the years do actually understand the concept of having a funnel. But just don't have the time, money, skills or resources to put one in place. This is why Jay and I came up with the SFM Business System in the first place. We realised that if we could solve that BIG ASS PROBLEM for our students, we would be pretty much handing them the keys to their new 'digital life', with our franchise like, 'digital business system'....

And that my friend, is exactly what we have done as you will soon find out! :)

Now before we even talk about the product funnel in any detail, let me talk to you about the 4 stages of your client. Everyone goes through at least the first step, many to step 2, many to step 3 and some to step 4 and it lies in your hands to help people along the journey. By the way, every one travels at their own speed through those four stages.

Stage 1: Suspect

When people come across you or your site for the first time, they will be skeptical. And that is very human and justified. They don't know you or your company and they've heard all the horror stories! From identify fraud to cloned credit cards. Scam and spam! Buyer beware! So it's your job to put them at ease.

How? Here are a few tips. Show an address on your site, give them contact details, have a photo or even better - video - on your site, have a clear no spam policy on your optin page. If you are an affiliate, make sure you check that the company you are promoting has this in place too. All this will help.

Have lots of testimonials. If your offer is good, they'll trade their email address for your 'secret'! Some of our best pages convert at over 50%, meaning one in two people landing on the page leaves their details!

Stage 2: Prospect



Ok, they joined your list. here is what you do next. Offer them something straight away, try to make a sale. Most will say no, but you got to make the offer. In the industry we call it the OTO, which is an incentivized 'one time offer' that helps people to make a decision there and then. Then give them value and build trust. This might take some time, so don't rush and be persistent. You can usually expect (2013) around 1% - 2% conversion on a product priced between \$10 - \$40.

Stage 3: Customer



Once they buy, they enter your buyer's list segment, so stop sending them 'prospect' messages. Most autoresponders like aWeber allow you to have some sort of automation that takes people off one list to another list when specific events (like a sale) occur. If you are using our system, this is done for you!

What do you do next? Offer them some more stuff. There are many different strategies you can employ, from one-click upsells to bundle offers, but in essence you want to seed the next sale. (Again if you use our business system this is done for you)

Make sure that every product you promote or sell is a standalone product, and upsells are supporting or next level products. If you sell something and then tell your customers it will only work if they buy another product you will upset them. I aim to always offer related products.

Stage 4: Evangelist



We are entering the space of religious emotions and spiritual connection. Fans, evangelists, hyper active buyers. Some of your customers will be just that. And they are amazing! They will sing your praises, buy all of your products, if they could they'd marry you as well! They love what you do and love what you stand for. They promote your stuff and come to all your events. If you have them on your list and in your business, you have done a lot of stuff right. Evangelists have to be earned, they can't be bought!

Brands like Apple have raving fans as customers! This is what your brand (or the brand you promote) should aim to be.

The Traditional Marketing Funnel

The traditional marketing funnel is where you offer your prospects something of value to them for free (like a video bootcamp series or a free report like this one) in exchange for their email address and name. Over the past years we have seen a trend where the 'free line' has been moved – meaning that more and more value is offered for free upfront. Your job is then to build a relationship and trust so that your prospects make that all important first buying decision.

In the past, that has been the \$27 ebook or similar. Because of people's skepticism and reluctance to make that crucial first purchase, marketers have come up with more and more incentives to help make that buying decision. Discounts, bonuses, trial memberships and one-time-offers (also known as OTOs in the industry) help make that first decision. These 'ethical bribes' help your customers to find out more about you and test your product.

The logic of a funnel suggests that as products get more involved and expensive, less people will buy them and customers kind of qualify themselves as they move through the funnel. It is of utmost importance that you ALWAYS ask for the sale and ALWAYS offer the next step. Some of your clients will take you up on it, many won't. But the money and profit in your business will most likely come from a small number of customers that buy your higher level products like home study courses or workshops or coaching programs.

Marketing funnels are not restricted to online businesses and the supermarkets 'try before you buy' or 'bogof' (buy one get one free) or 'special offer expiring soon' has driven many of us to make our first purchase of a product or service with the hope of repeat purchases.

Tony Robbins' Marketing Funnel



Let's look at a practical example of an experts business funnel by examining a part of Tony Robbins' business:

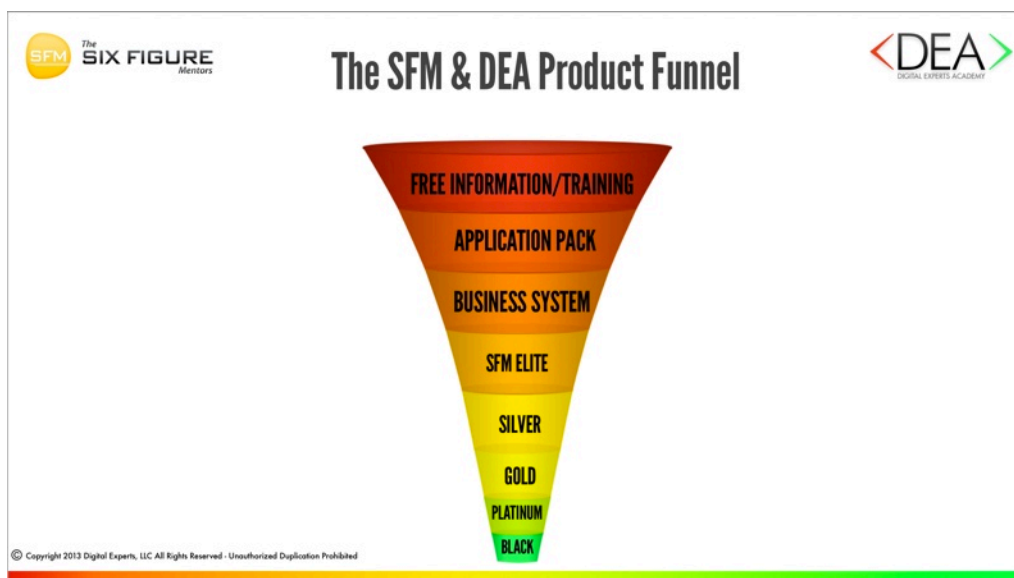
Many people come across Tony Robbins first through infomercials on TV or through his books. They sit at the top of his funnel, making it easy to 'try Tony' at low risk. If you like his books, you might end up buying one of his audio courses for \$97 or so. If you like them, you might consider spending \$800 on attending a 4 day workshop – 'Unleash The Power Within' (UPW). At the brilliant life changing workshop, Tony will offer his 'Master University' at \$8,000 and there is also a stand with an application for his \$80,000 Platinum Partnership. You want more? Tony offers \$1,000,000 private coaching!

The SFM & DEA Funnel

The SFM Business System has been set up to enable you to choose where you play with us. Whether that is to use our marketing system to build your list and sell your own products, or whether you choose to position yourself in our product line and benefit from being a reseller of our products. The choice will be yours.

As a partner of the SFM Business System, first of all we give you tons of good stuff to give away for free to build YOUR list. Then secondly, you have the opportunity to partner with us and our SFM and DEA product lines!

Once people have been convinced that they want to master online business with the help of the SFM and/or DEA, you get paid for simply sending us the lead. Based on your reseller rights and position, you can then get paid anything from \$20 - \$8000 per sale!!!



How It Happened for Me...

One thing most people are very interested in, whether they're asking questions on Facebook, or whether they're meeting me in person at one of our events, is how all of my online business success happened for me.

Most people assume I was born rich, or that I had loads of money to spare. They think I might be a computer geek, or that I am in some way different to them.

The truth is, I was none of those things. I grew up average, had an okay job as a real estate agent, decided to start a franchise business, which didn't work out, and sort of fell into the digital economy by accident.

And a happy accident it was.

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Within less time than you could imagine, I was making more money off my digital business than I had ever made before. I've never looked back, and my earnings just keep climbing. I have all the freedom I could wish for, to do the things that matter, and I'm living life completely on my own terms.

I can't say I learned everything I know today without a little help.

When I first started in the marketing business, I have to admit that I spent a lot of time, learning from the best. It's like that saying about reinventing the wheel. You don't have to, because someone's already done it. online digital marketing is the same.

I learned, read, investigated, and applied, and I have to tell you that all that learning is a good thing, but the real secret to success in the digital economy is in the 'taking action'. If you never APPLY what you learn, you can never make a fortune on the Internet. It's that simple.

Once I had done that for a while, I realised that other people would want to learn to apply what I had learned, and that's why I am now sharing this information, with people like you.

That combination of understanding and application is all you really need to succeed in online marketing, and that may sound grossly simplified, but that really is the way it is.

Are YOU Qualified?

Many people contact us, saying they'd like to make money in the digital economy, but that they don't have the qualifications.

You can read my bio on my website, but to make it easier, I'm going to tell you why you don't need to be qualified. I don't have any special degrees or training.... and nor does Jay!

In fact, I pretty much went from a college drop out to working long hours. I worked around seventy hours a week during the height of my corporate career, but you know what? Even with all that work, I only ever enjoyed moderate success. Nothing like the fantasies, we all have about big houses and fancy cars!

I noticed, like most people do, that to really make it in the traditional corporate world, you either had to have a lot of money, or an advanced degree, and even then, it's no sure thing.

I slogged away in that job anyway, and when I finally decided to leave, I bought into a business, and to put it bluntly I failed.

All the long hours, all the hard work, and none of the rewards that I dreamed about were the story of those years between leaving school, and finding online marketing, and that's exactly why I understand exactly where you are coming from. I've been there.

But you don't have to stay there.

It Wasn't Plain Sailing for Me Either

There's one thing I have to make clear to anyone reading this guide...Even though I've enjoyed some fantastic success with my digital business, it hasn't been a completely smooth ride.

Along the way, I've made mistakes, not following the right advice. I am human after all.

What I did do, was learn to focus on the things I am great at, and find a way to turn them into a money making machine.

It also wasn't all holidays in the sun and flashy cars when I started out. When you first start in this business, there's a pretty steep learning curve, where you have to spend time and some money getting everything set up, and running smoothly.

I spent quite a while, when I was getting started, focused on my business. When I wasn't working on marketing, I was learning about marketing. Then I was applying what I had learned.

Sure, there were a few sacrifices I had to make in the early days, but it's more than made up for itself (And then some.) It really shocks me how short sighted some people are. One minute they say they have no money to invest in starting their business... The next minute they are on vacation, drinking booze every weekend and eating out at weekends. If you are serious about changing your life for the long term. GET SERIOUS!

Two golden rules to succeeding here with us:

1. You have to be willing to put in the work when you're starting out, and never be afraid to ask for help.
2. No man is an island, and there's ALWAYS someone here who knows the answer to your question.

My Plan...

Now, the big question, after you've heard my story, is how I went from average working Joe, or even from failed business owner, to Internet millionaire.

The first secret was to take things one small step at a time.

The only way to climb any mountain is to start at the bottom, put one foot in front of the other, and keep doing that, until you get to the top. I've never heard of anyone climbing a mountain from the top down!

I've been fortunate to meet a few great people along the way, who have offered me advice, and acted as mentors, and without them, I sure as hell would not be where I am today, so that's exactly what we want to do for you.

Think of Jay and I as your 'digital sherpa'.

We like to offer people who are in the same position that we were in when we started the chance to be guided by us, but you have to remember that even though we're sharing the secrets that have made Jay and I an absolute fortune, it's still YOU who has to put the work in and apply what we teach you.

You CAN make a fortune in the digital economy, and we WILL show you how.

The Important Bits

- ☒ Remember the three pillars of any business: something to sell, a system to sell it, and someone to sell it to. Without those, no business, online or off, can succeed.
- ☒ Remember to print this blueprint – it's usually helpful to make your own notes and scribbles.
- ☒ Follow the steps in this blueprint EXACTLY, and remember that you will get out what you put in.

Three Simple Steps - Part 2

Your list doesn't make you money. It's your relationship with the people on your list that makes you money!

If you've ever heard about people who tried to buy a list, or rent a list, and failed miserably, then you probably already figured this one out.

The reason having your own list is such a powerful tool is that the people on it already have a relationship with you. They know you, like you, and trust you...Which mean they're much, much, MUCH more likely to buy from you!

It's like the idea of word of mouth marketing. It's a powerful tool for real world businesses, because it's about relationships!

Baby Steps!

The one thing you have to realise, when you're starting out as a marketer, is that no one starts out with a list. Everyone starts with nothing, and they have to build their list from scratch.

However, if you know how to encourage people to join your list, what to give them and what to send them in your emails, then you will start to notice your list growing, one name at a time. Some very successful students of ours who started just 6 months ago have lists that are thousands, or even tens of thousands of

names strong, and that's where you want to be, and where you can be, if you follow the rules of list building.

The good news is that one subscriber at a time is usually an understatement of how your list will perform, depending on how and where you decide to advertise it. For most people, who advertise well, and offer their subscribers something valuable, you will reach a point where the trickle becomes a flood, and where you're getting dozens, or more, subscribers every day.

We use many different methods of finding and recruiting subscribers to our lists, but they're all linked to what I like to call the 'Lead Magnet'

Lead Magnets

You're probably wondering what the heck a 'Lead Magnet' is. The truth is, it's nothing you haven't seen before.

Lead magnets can take many forms. The most common is a downloadable "special report" provided in PDF form once the prospect has provided an email address. Personally Jay and I prefer to use free videos and presentations because most people tend to perceive good videos as more value.

The idea anyway is to offer something of value for free, in exchange for the visitor's information to add them to your list.

Once your list has reached that tipping point, you will find, as every successful online marketer does...

Making money through online business is the simplest thing in the world!

Most people think that list building, and your 'Lead Magnet' is only about getting as many people to sign up as possible....

It's true that a bigger list of people is more likely to yield prospects, statistically; you're also going to have to be concerned about whether those people are interested in what you are selling.

For instance, if you are marketing something that might be of interest to company directors or CEO's, all the housewives in the world signing up for your list is probably not going to make them buy anything from you, and vice versa.

That's where the 'opt in' part of list building comes in (apart from the legalities of course!)

When you offer people the opportunity to opt in for your list, whether it's in exchange for a report, newsletter or video bootcamp you know the people signing up for your list are genuinely interested in the products you're selling, and you will be able to market effectively to them....

Let's look at that in more detail...

Have People Queuing Up to Sign Up!

The big question most people have, when it comes to list building, is how, exactly, they can get people to opt in!

After all, it's easy to pick a bunch of random emails out of an old yellow pages, and start emailing them. It's not as easy to have people willingly hand over their contact details, and happily accept your emails!

If you're wondering what, on earth, you could possibly offer people that you want signing up for your list, to make them take the plunge, **then consider what has got you here right now...**

Chances are, you are here RIGHT now because at some point you entered your email to access one of our Lead Magnets...

Our lead magnets, when it comes to building our lists, are usually

- ☒ Webinar presentations
- ☒ Video bootcamps
- ☒ Free reports
- ☒ Wordpress plugins & widgets

And lets face it....people love free stuff! They're willing to sign up and opt into your list in order to get free stuff that interests them. As were you!

The result: you end up with more subscribers, who will actually be interested in what you are offering them.

That's a winning formula.

As an affiliate of our products, you get many different lead magnets to offer your potential customers in exchange for their details. In fact you get exactly what Jay & I use!

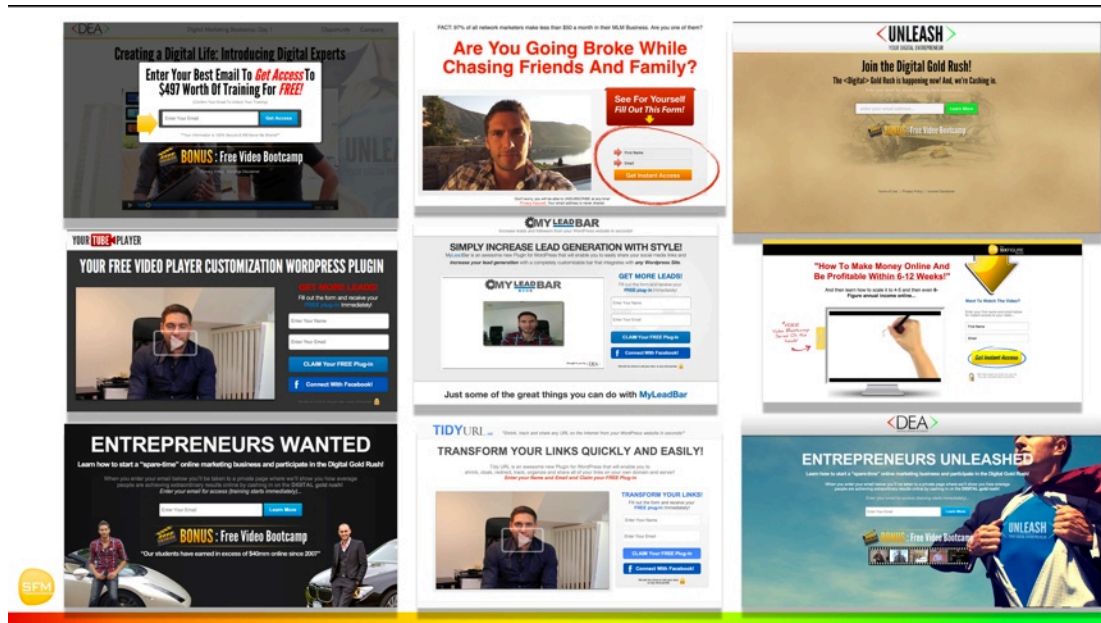
Simplicity Is Key!

When I first started out in online marketing, I used to have all sorts of subscription pages, to all sorts of lists, all over the Internet.

It looked sloppy, it was a nightmare to administer, and it wasn't all that professional. Still, it did the job, and it got me started!

These days, Jay and I use just a few different sites, with a reliable autoresponder service, and we can take care of everything from one place here within the SFM Business System.

Your Landing Pages



Whatever you want to call them, whether you call them landing pages, lead capture pages, squeeze pages, or anything else, you need to make sure that people who reach your forms are interested, and give you their details. There are a few simple rules here:

- ☒ **The Headline** is the first thing anyone sees, when they reach your sign up forms, is your headline. You want it to be attention grabbing, interesting and intriguing. **WARNING:** Boring, done to death or clichéd will not get you far. So we focus on creating something exciting and innovative! You'll notice our current theme is using the term **'Join The Digital Gold Rush!'**
- ☒ **Giving your subscribers something of value!** I have said it before, and I will say it again – giving away something free is almost always a guarantee of huge sign ups on your list! You don't even have to do it yourself – you can just plug right into our system and start giving away hours of video, reports, presentations, plugins and widgets.
- ☒ **Capturing details!** Getting your subscriber's details is the whole point of your subscription form. But be wary about asking for too much information. Email address at a minimum, and not much more than that if you can help it, (people are very wary about being bombarded with sales information these days!) You will notice that many of our forms only ask for the persons email.

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Once you're capturing names through your lead capture page, you're going to need somewhere to store and manage them too. You could opt for our built in system, but as you will find out with options like Aweber around these days for list management, there's really no reason not to control and own your own list.

Those are the basic mechanics, but what do you want your sign up form to TELL people about what you do?

- ☒ **Your brand.** The Internet is full of people who talk a lot, but don't do much. They're the ones who will tell you how much money they are making, but when you look closer, they've actually made nothing, or worse, they're not even sure HOW to make money online. Prove to people that you are credible, so that they will WANT to sign up. If you don't feel ready, simply just be an affiliate for us! Remember, there are plenty of cowboys out there, and much, much fewer successful marketers!
- ☒ **The appearance.** They do say that you can't judge a book by its cover, and in life, that may be true. However, when it comes to your website, and your websites, appearance is often most of what your visitors have to go on. So spend a little time (and a little money if you have to) on a professional looking design. If you are an SFM ELITE member we will take care of that for you with our Your Marketing System (YMS). If you become a DEA Gold student then get ready to laugh out loud when you see what we create for you...Because you will literally have your sites and social media presence built for you by THE leading experts in the field. A totally done for you process that will leave you looking like an online celebrity!
- ☒ **Keep it simple.** Flashy, avant garde and 'creative' landing pages might LOOK cool, but most people are used to seeing things in a certain way. Stick to the basics, and keep it simple. Otherwise, your visitors might get confused or frustrated, and look elsewhere!

The Important Bits

- ☒ Make sure that you get up and running with one of our lead magnets where you can collect, store and manage all your subscribers' details.
- ☒ Test everything once you are set up. Opt-in on your own lead capture page and check it's all working as it should be.
- ☒ Don't worry if you struggle with any of the technical stuff or getting set up. Our support team and community members are here waiting for you when you need them. Brenda and Alex (ELITE) from support are particularly AWESOME at this stuff.
- ☒ Don't panic if you find you get a little overwhelmed at times. It will all become super clear once you have been around our community and on the weekly webinars for a few weeks.

Three Simple Steps, Part 3

Once you've set up your business system and have picked your first lead magnet you get to the important bit – getting subscribers!

The good news is that there are plenty of great ways to find people who are interested in joining your list, and while some of them may cost a bit, others are cheap, or even free. When it comes to online marketing, my view is 'the more the merrier!' However, information overload is very common, so focus on learning just one strategy at a time.

It doesn't matter whether you have no money, or very little time, in this section of the blueprint, we're going to touch on a few ways to drive traffic to your site, and your landing page!

There are a few tips I should cover before I get into specifics, so remember the following:

- ☒ There's no such thing as too much marketing. Try as many methods as possible. Testing does not have to be on a huge scale either!
- ☒ If you're short on cash, work harder and be more resourceful. If you're short on time, budget a little more for marketing. Whatever you do though, rest assured that you can find ways to get the word out!
- ☒ Choose one or two marketing methods (maximum) that appeal to you, and start with those. Once those are working well, start on the next, and the next, and then another one, and so on. Eventually, you'll have a vast network of links and posts, all sending traffic to your site or blogs!
- ☒ Start small, and test anything that requires payment, focus on cheaper or free methods while you build momentum, and don't be afraid to change tactics if something isn't working.
- ☒ Attend our LIVE weekly master marketing trainings and work through the marketing module when you get there (but don't rush ahead or miss any steps!)

Now that we've got that out of the way, let's look at how to make money from your list.

How To Make Money From A List

So you've read all about list building, you realise that it's not as complex as you thought working with us, and you're ready to start building the list that ends all lists. The trouble is, you're not quite sure how that will help you make money.

The first thing you need to focus on is relationship building. It's what we like to call **'attraction marketing.'**

Even though our system is set up to automatically follow up with your subscribers and deliver value. It's going to be important that over time you engage your list and get them to know, like and trust you. If you do this right you will drastically increase your conversions. Later on in the modules I will go into a lot more detail on this, but for now here is the basics.

Start by sending the people on your list regular emails, with really useful, free information in them. They'll soon start to look forward to your emails, and to trust your opinions and advice.

Send them updates about your business or your life, and let them start to see you as a friend, that they like. Even share videos or posts you think may be useful to them (even if they're not yours).

If you try to jump the gun here, and just start selling hard, before you've built that relationship, and that trust, then all you will achieve is to have your list unsubscribing in droves and crappy conversion rates.

Once they DO know you, they're far more likely to buy from you. Jay and I will guide you on this and even give you the copy we use in our emails. But you will want to get your personality into them and not just be a 'Stu & Jay Robot!'.

Here's where the three step process comes in:

Step 1: You have subscribers

You have them. They're on your list. They like and trust you, and they're ready to buy.

Your list will be made up of targeted prospects, who are interested in your offers, and that means that they will be much more likely to buy from you than random people you scraped off the net!

You have their email addresses, and they're primed, and waiting for:

Step 2: Somewhere to see your offers

To create any business, you need somewhere to offer your products or services, and when you are in online marketing, you have the biggest marketplace in the world: the Internet!

Whether it's a website or blogs, by sending your list links in newsletters or emails, hosting ads on your site, or any other online method, you literally have the perfect place to sell at your fingertips.

You can use social networks like Facebook, your Tweets, eBay or any other platform. It's like having the whole world as your storefront!

You can even take it offline and combine your marketing online with offline, old school methods, like flyers, postcards, letters, or posters. You can brand your car, run ads in newspapers and magazines, and anything else you can think of.

If you're sending people to your link, and your website, then you're able to sell to them. It really is that simple.

Step 3: You Need Something to Sell

Your options here are endless too. But as an SFM Business System user you immediately have our core product to offer. This training system!

You can also create your own digital products, in the form of an e-book or software package (or pay someone to create it for you.) You can also try affiliate marketing, joint ventures, third party advertising and even selling advertising directly.

The more successful your core product is, the more likely there are to be people crawling out of the woodwork to deal with you, so just keep at it, and start with whatever you can find, make, license or get reseller rights on. If you are a fan of ours then we are pretty sure you won't find anything better than our SFM ELITE offer and integrated Digital Experts Academy product line. This is something we will talk to you about soon.

The Important Bits

- ☒ There are endless options when it comes to products, from creating your own, to selling someone else's.
- ☒ You don't have to choose just one product! Sell many! In fact, that's a great strategy for earning more, fast!
- ☒ Do your homework carefully, and choose products that suit your audience, and that will earn you more money.
- ☒ There's nothing stopping you from finding good products to sell, starting right now!

In Conclusion

I hope that reading this blueprint has shown you just how easy it really is to start making money from list building and using our business system to do it.

By now, you should know exactly how to:

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1. Find a product. Whether you're flat broke, or loaded, there's always something you can sell. Use your own skills, or put in extra effort. Hire someone to make a product for you, or sell ours. Whatever's easiest, and meets your needs is the best option for you!
2. Find a marketplace. The Internet is one big marketplace, with over 2 billion shoppers. Use it! Use as many online and offline marketing methods as you like, and sell to everyone who's interested!
3. Find customers. With targeted marketing like your list, you'll always have a pool of hundreds, or thousands, of potential customers. Use them, and make money without even trying (much.)

A Final Word of Caution...

It's easy to get into the spirit of things, and get overexcited. You might end up falling into the trap of trying to oversell your list.

You DON'T want your list to get tired of you, or burnt out, so take it slow. Intersperse sales messages with news, information or other emails, and let your list recover between sales pitches.

Keep your list happy, send them great deals, and you will have a captive audience, that keeps on growing, for life.

The Parting Tip...

My last piece of advice to you is to start off small. Offering your list freebies or low cost items to begin with is just another part of relationship building.

If you can get your list comfortable with trusting your judgment on low cost of free products, you can guarantee they will soon be wanting to buy more expensive products that offer the next level in value .

ALWAYS make sure that you buy whatever it is that you are advertising or recommending though, because nothing will kill your list faster than promoting a shoddy product!

I hope all of this information has made the concept of list building and Internet marketing success a little easier to understand. While it's not everything you'll ever need to know, it does cover the basics, and is enough to get you started on your journey here.

Keep a printed copy of this report with you while you're getting started, so that you can keep track of what you should be doing, watch out for our emails, and use the step by step modules as we have designed them.

Happy marketing, and may you have all the success in the world.

One Last Thing...

That's it for this guide, even though you're just starting out.

I am sure, if you follow our system and this guide, that you will be one of our next success stories and that you will earn the money you want to earn.

As you get started, remember that 'Success is 10% inspiration, and 90% perspiration.'

What you do now, will determine what you get later. You don't have to reinvent the wheel though. It's all here, and no matter what you are, and no matter what you are selling, you can make money this way. Guaranteed.

I hope you enjoy the journey from newbie to successful digital entrepreneur, but remember, you don't have to do it alone. We are here for you every step of the way!

Till then,

Stuart Ross

PS. As promised we have another very special **FREE** gift for you. Here's what you'll find...



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Internet Laptop Lifestyle Workshop Footage (Value \$497):

Because we like to practice what we preach, We're going to give you instant access to the Internet Laptop Lifestyle to get you started right away! :)

Here's just a sneak peak of what's waiting for you...



- **Step by Step Blueprint** on how to go from zero to six figures online, even if you have no list and no products to sell!!
- **The SFM Formula** and how you could be using it to accelerate your online business.
- **Why 97% of Rookie Internet Marketers Fail** to get customers to "Buy Now!"
- The **6 Rules to Six Figures** that only successful Internet Marketers use.
- **How to Stop Getting Distracted, Overwhelmed and Confused** with this whole Internet Marketing game and finally start to get results FAST!
- **A Simple Tactic That Will Have Your Subscribers CRAVING to be Sold to...** Again and Again... once you try this... you'll swear by it for life.
- **How to Find Massive Groups of Cash-in-Hand Customers...** who are ready to buy from you, before you even contact them.
- **Create a Product That Can Make You Thousands of Dollars Each Month...** whilst helping you to build YOUR list and make a profit at the same time!
- **How to LEVERAGE the Credibility of the Biggest Gurus** online to skyrocket your income.
- **How to OVERCOME the Fact That You've Got NO Name in Your Industry, No Contacts, No Influence...** and still grow your business by leaps and bounds.
- My **Number One Traffic Secret for Generating Hundreds of Leads a Day** in ANY market! And it's NOT PPC, articles, social media or any of the other useless strategies that are so often taught and are impossible to gain momentum with when getting started.
- **And much, much more...**

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